



2015-2016 and 2016-2017 Academic Catalog Addenda – January 4, 2017

Our accreditor, Accrediting Commission of Career Schools and Colleges (ACCSC), made changes to their Standards of Accreditation for Applied General Education courses.

In order to comply with ACCSC's standards, we made the following clarifications to our applied General Education courses. These five applied General Education courses are offered in each of our programs. The content of the course will remain the same for each of our programs. The application of the subject matters will continue to shift from photography to graphic design depending upon the program in which the course is being offered. The only changes to the syllabi will be the course number, course name, and clarification to the course description. The remainder of the course content will remain the same.

The following changes are effective as of January 9, 2017.

~~SS191~~ SS192 Introduction to Business for Creative Professionals

This course presents an overview of the modern business world that provides the knowledge and skills needed for more advanced study of management and related business topics by building the student's vocabulary, terminology, and knowledge of basic business fundamentals and facts. Students will apply this knowledge to their professional fields through a series of research assignments and projects. (64 Clock Hours/3 Semester Credits)

~~SS216~~ SS217 Marketing for Creative Professionals

This course is a study of the major elements in the marketing process including principles of advertising, personal selling, sales promotion, channels of distribution, and legal problems. Students will apply this knowledge to their professional fields and prepare marketing plans for their future businesses. (64 Clock Hours/3 Semester Credits)

~~MA111~~ MA112 Personal Finance for Creative Professionals

This course presents an overview of personal and family financial planning and the basic mathematical concepts such as ratios, percents, and other mathematical techniques and formulas applied in the context of personal financial planning with an emphasis on financial record keeping, planning your spending, tax planning, consumer credit, making buying decisions, purchasing insurance, self-employment, selecting investments, retirement planning, and estate planning. Students will apply this knowledge to their professional fields through a series of research assignments and projects. (64 Clock Hours/3 Semester Credits)

~~CO181~~ CO182 Public Speaking for Creative Professionals

This course offers the student exercise in both group and individual speaking situations, thus providing training to become a confident and effective speaker. Subject matter of the speeches presented in class will pertain to the students' chosen professional field. (64 Clock Hours/3 Semester Credits)

~~CO215~~ CO216 Visual Communications for Creative Professionals

This course focuses on the study of "image" as a powerful instrument of communication in society for photographers and graphic designers. All forms of visual presentation will be studied for impact and effect. Students will learn to improve their ability to communicate and present ideas visually utilizing media appropriate to their field of study. (64 Clock Hours/3 Semester Credits)